



Martin Barth
President & CEO, World Tourism Forum Lucerne

Before joining the travel, tourism and hospitality sector, Martin trained, qualified (admitted to the bar in 1993) and worked as a lawyer for several years. His corporate experience included positions as a business lawyer at law firms in his home country of Switzerland where he provided counsel to a range of diverse companies.

In 1994, Martin joined the Mövenpick Group and spent the next six years in the company. As Secretary General he was responsible for the general secretariat, the law department, coordination of the real estate division, group-wide human resources services, and legal support in connection with trademark rights and acquisitions. Martin also held the role of a Board Member of various Mövenpick Group companies.

Following his experience, Martin got increasingly interested in the tourism and hospitality sector and in 2001 took up a new challenge as Tourism Director responsible for managing the Savognin Tourismus destination. In 2003, Martin was appointed as Chair of “Tourism and Mobility” at the Lucerne University of Applied Sciences and Arts. Today, he is Professor at the Institute of Tourism, where he teaches on service marketing, sustainable development and hotel management.

In 2009, Martin conceived, organised and hosted the first World Tourism Forum Lucerne and since has been at the helm of the organisation promoting tourism globally with heads of state, ministers, chief executives, academia and the next generation on a common platform across the world. He is especially focused on managing and ensuring Tourism has a broader impact on people, places, community and the environment.

As a practitioner turned researcher and professor turned entrepreneur, Martin continues to consult for various professional associations or organizations in the destination promotion tourism and hotel management areas globally. He is an Alumni of the prestigious St. Gallen University in Switzerland.